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EXTENSION SERVICE REVIEW

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OF
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TODAY . . .

	<i>Page</i>
FOLKS BEFORE FARMS	65
In building up the soil, are we forgetting to build up the lives of farm people, queries Mildred Horton, vice director and State home demonstration agent of Texas.	
TRAVEL NORTH TO ALASKA	66
Alaska's problem is different.	
EXTENSION AS A PROFESSION	67
A comprehensive discussion of training and qualities essential for extension workers, by Assistant Director C. B. Smith.	
KEEP FIT ON A LOW INCOME	68
Outflanking the effects of the drought in western North Dakota.	
THE WORK KEEPS GROWING	69
Genesis and development of home demonstration work in Lake County, Ind.	
A BETTER CHANCE FOR THE COUNTRY CHILD	71
Through the Children's Bureau, the Social Security Act safeguards farm mothers and children. The program is explained by Katharine F. Lenroot, Chief of the Children's Bureau, U. S. Department of Labor.	
WE REACH OUR 75TH BIRTHDAY	72
Blazing the agricultural trail over three-quarters of a century. By Milton S. Eisenhower, Director of Information for the Department.	
EXTENSION ADMINISTRATION AND SUPERVISION	74
Clear-cut definition of the two functions by Director C. W. Warburton.	
EXTENSION ORGANIZATION PRINCIPLES	75
Just a word from Assistant Director C. B. Smith about the fundamentals of administrative organization.	
IN THE WAKE OF THE FLOOD	76
Extension agents help restore some semblance of normal life to farms and homes that were invaded by the rampant waters of the Mississippi and the Ohio.	
IN BRIEF AND AMONG OURSELVES	80
MY POINT OF VIEW	page 3 of cover

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EXTENSION SERVICE
C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

C. B. SMITH, *Assistant Director*

TOMORROW . . .

Insurance on Wheat. The plan of protecting producers against the hazards of drought, flood, and other disasters has long been urged as an important means of agricultural stability. Recently the matter has been investigated very carefully with the result that a bill which proposes crop insurance for wheat is under consideration in Congress. The case for crop insurance will be presented to Review readers by the Chief of the Bureau of Agricultural Economics, A. G. Black.

. . .

Tenancy. Another urgent problem concerns the relationship of the farmer to the land. No rural problem is creating more widespread interest than this. A brief review of what is being said on this important subject will be provided for the information of extension workers.

. . .

A. A. A. Looks Ahead. How 10 counties in 8 States are experimenting to adapt national and regional programs more closely to local soil-conservation needs will be explained by Ralph H. Rogers, Division of Program Planning, A. A. A.

. . .

Folk Worth Knowing. About a county agent who worked hard at his profession, but still found time to develop a hobby which brought him national recognition.

On the Calendar

National Conference of Social Workers, Indianapolis, Ind., May 23-29.
Western States Extension Conference, Spokane, Wash., May 24-27.
Great Lakes Exposition, Cleveland, Ohio, May 30-Sept. 6.
National Association of County Agricultural Agents, Washington, D. C., June 8-10.
Second National Cooperative Recreation School, Des Moines, Iowa, June 7-18.
Texas Centennial Exposition, Dallas, Tex., June 12 to Oct. 31.
National 4-H Club Camp, Washington, D. C., June 17-23.
American Home Economics Association, Kansas City, Mo., June 21-25.
American Association for the Advancement of Science, Denver, Colo., June 21-26.
American Institute of Cooperation, Ames, Iowa, June 21-26.
National Education Association, Detroit, Mich., June 27-July 1.

Extension Service Review

Published monthly by the U.S. Department of Agriculture in the
interest of cooperative extension work.....L.A. Schlup, Editor

FOLKS BEFORE FARMS

MILDRED HORTON

Vice Director and State
Home Demonstration Agent
Texas



IN GLANCING through a book that was laid on my desk recently, my eyes caught the phrase, "human erosion." This startled me. It made me think. Is there really such a thing? Are the finer qualities, the human resources, of some of our people being washed away, being blown away, being used up day after day, with no replacement?

Are Human Values Lost?

If so, do these fine qualities lost by farm families and home life find themselves lodged with other people as the soil which was washed or blown away finds itself on another farmer's place when all is quiet again? Or do they go the way of that soil which is washed down the gullies, into the rivers and eventually into the sea?

And, as the much-talked-of "soil erosion" can be prevented, can the human erosion also be prevented?

The Soil Will Be Saved

Wind, water, ignorance, and, should I say, necessity preyed upon our land until the situation became so acute as to demand national attention and assistance. Now that American engineers and scientists have put their shoulders to the wheel, realizing that the soil is fundamental to prosperity in this country of ours, the soil will be saved.

Fundamental to the civilization of our country is a happy, prosperous rural population, receiving its share of the national income. This has been only partly recognized. There are yet many so far removed from the problems of the farm that they have not realized the need for making the farm dollar sufficient in purchasing power to bring to the

farm many products that cannot be grown there.

Will Conservation Apply to People?

Have we, as engineers and scientists in the extension field, studied the problem until we understand its deepest significance? And can we adapt the agricultural conservation program to the section in which we live so that farm families may

have new life and the will to hold up their heads with the best of them? To rebuild the soil requires scientific information and application. To use wisely the soil made fertile will also require scientific information and application.

To receive increased farm income is not an end in itself, for human erosion may occur with increased income as well as with a starvation income. Thus it follows that farm families must also be given the knowledge of how to use this increased income so that further human erosion may be prevented and a strong rural family life be developed.

Common-Sense Combination

The land and the people, the agricultural conservation program and the farm family form a circle. The program is with us because of the people; the success of the program depends upon the people, and the future of the people depends upon the program.

Although they are inseparable, the education of the people is essentially first. Until the people come first in the consideration of any program, things are not in the right order, or, as expressed by a minister, "Folks before farms and souls before soils."

Let Us Be Vigilant

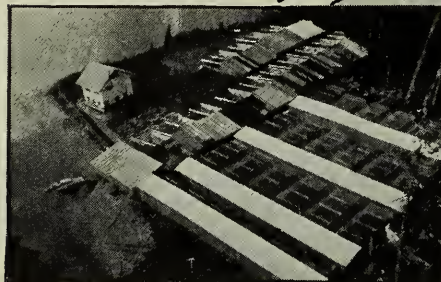
Let us not forget that in building up the soil our ultimate objective is to build up the lives of farm people. Let us dedicate ourselves first to the larger vision of individual growth. When considering our programs let us not lose sight of this important truth—that, after all, the development of men and women comes first.

Travel North to Alaska



Some of the natives.

Transportation is either rapid or slow.



Fur farm.



TAKE a boat at Seattle and travel due north for 4 days and you get to Alaska, a territory of 586,499 square miles with 15,000 families. Extension work was established for rural Alaskans in 1930, and all three lines of work are well under way, though the staff is still small.

About one-half of the families in Alaska are native Indians and Eskimos. "Our hope in improving

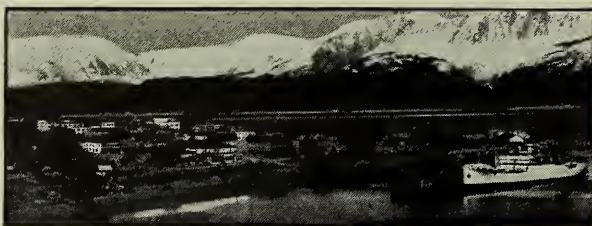
these native homes lies with native 4-H club girls who show great promise", says Ruth Peck, home demonstration leader.

Alaskans, for the most part, live in small towns and villages widely separated. Extension workers travel by boat, railroad, airplane, and dog team, visiting their widely scattered projects.

The new colonists starting out in the Matanuska Valley under the auspices of the Federal Government welcome the help of the district agricultural and home demonstration agents in developing satisfactory farms in a new land.

Last year the colonists, under the leadership of the agents, organized to take advantage of the salmon run in Knik Arm. Between six and seven thousand fish were caught and canned, smoked, salted, and kippered for the long winter. Salmon unfit for human consumption were used for poultry feed.

Another extension activity is concerned with feeding and management problems in fur farming, an important Alaskan industry.



Most Alaskans live in small towns.



Vegetables from the garden



and fish from the sea



go into cans for the long winter.



Extension as a Profession

The Job and What It Requires

On April 30, 1937, more than 8,900 technically trained men and women were engaged in extension work. Funds are in sight for increasing this number during each of the next 3 years, for the passage of the Bankhead-Jones Act has given most of the States substantial increases in funds. Where are we going to get these new agents? How should they be trained? What have we to offer which will attract the best-qualified persons? This is the first of three articles by Dr. Smith discussing these and other questions which are vital to every member of the extension staff.

C. B. SMITH

Assistant Director

Extension Service

OUR job has been, and is, to help farm men and women increase their scanty incomes and make homes. We know that there is not much money in farming; that nearly 50 percent of farm people of the United States sell a total of less than \$1,000 worth of produce from their farms yearly; that only about 3 out of 100 farmers sell as much as \$5,000 worth of produce yearly; and that, if we were successful, through all our science and technique, in doubling the income of farmers—a goal much beyond our dreams, there still would not be large money in farming. Farmers still would need to be frugal in their expenditures and ever practice the virtues of thrift and economy.

More Than Teacher

There is a wealth we can bring rural people, however, that does not cost much, and this we should give them. Although helping farmers to increase their income is a fundamental part of our extension goal, our further task is to bring to rural people enrichment of mind and spirit, to bring to them wealth of knowledge whereby men truly live and satisfy the highest aspirations of life; and a man's wealth lies not so much in his land and his goods as in his hopes and his aspirations, his ambitions and dreams. We enrich men when we help them to see and to understand the world in which they live. A man has wealth when he has the love of

family, friends, the respect of his neighbors, and the admiration of his colleagues. We enrich men when we give them courage and faith in themselves and the work they are doing; and, if we can help them to sing and play and to have profitable converse with one another, we have brought them wealth and satisfaction and values which money cannot buy.

And this we conceive to be the function of extension agents: To teach the things the law requires and to add to this teaching themselves. Forty years ago we took advanced work in chemistry. We never have used and have completely forgotten the technical chemistry we learned at that time; but the man who taught us still lives in our heart and in the hearts of a thousand other students and will continue to live on down through the ages to come. He knew not only chemistry and teaching but was also a man who stood for something worth while. That is the kind of teachers we want in extension, and that is the kind of teachers we have in an unusual degree in extension—men and women who know their subjects and

(Continued on page 74)

Keep Fit on a Low Income

THE western part of North Dakota has suffered so severely from the drought that a large percentage of farm families have been eligible for subsistence grants during the winter and spring of 1936-37. These grants are, of course, very small.

As few counties in this area have been able to afford home demonstration agents, funds were made available in January 1937 for employing three special workers to carry a limited amount of foods and nutrition teaching directly to community groups in the form of a number of open meetings in each county under the direction of Ruth M. Dawson, extension nutritionist in North Dakota.

The organization work was carefully done. The introductory meeting was based on the idea of "Penny Specials" set forth in the Consumers' Guide, volume III, No. 15, August 24, 1936.

"As one of our own homemakers found this information invaluable when planning meals for her family on a very meager income, we reasoned that it would help other women as well", says Miss Dawson.

To Tell the Story Simply

The objective was to tell the story in pictures and exhibits, using as few words as possible and concentrating on nutritional needs, low-cost foods which meet these needs, and the use of such foods. Special emphasis was given to the surplus commodities available in the region.

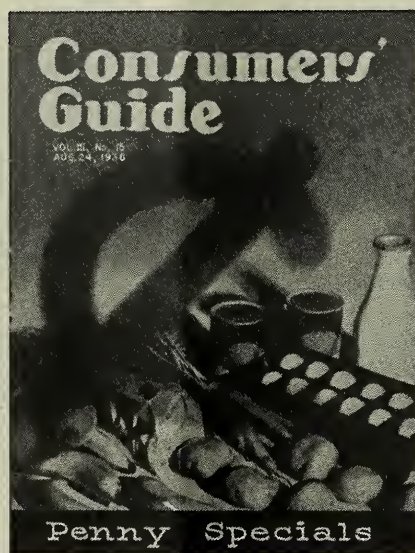
As this was a big program for a single meeting, a committee consisting of State supervisors of various public agencies met at the State college for suggestions and approval of the demonstration before the special workers began their field work.

First of all, the two State nutritionists made a study of all farm-population surveys for each county in which the three new workers would be scheduled. This information gave a background for the territory in which the meetings were to be held.

The purpose of the project was defined under three heads. Each worker was then trained to present the information under each head, using appropriate material to illustrate each part of the discussion.

The first phase aimed to set up guards against malnutrition in areas where a minimum of money was available for food. The worker opened her demonstration

with an illustrated discussion of nutritional needs. Each special worker was given one set each of nutrition charts; child-feeding charts; and "Build Early for Good Growth" charts published by the Bureau of Home Economics, United States Department of Agriculture; and a projector and three film strips. The film strip, "Food Makes a Difference", as recently revised, was especially useful.



Sometimes the workers used the film strips and sometimes the charts to tell their story, whichever they felt would be more effective. However, only one chart was shown at a time. In the short time given to this part of the demonstration, it was impossible to do more than to arouse the interest of the audience in the importance of a correct diet and to point out signs of malnutrition.

To Encourage Economic Buying

The second phase was to prevent extravagance in buying food. The "Penny Specials" illustrated this point. A set of 26 charts made on filing jackets was used, along with an exhibit of what a penny will buy in actual food. The various foods for the exhibit were put into small 4-ounce or 8-ounce jars or cellophane bags and replaced as needed. All food that could be covered with paraffin was so treated. All 26 charts and exhibits were not used at each meeting, but small exhibits based on these charts were set up.

On some occasions it seemed better not to use the charts because of the lack of

time to explain the various terms, such as calories, protein, and calcium, so each worker made a set of the ribbon picture cards based on the idea of food shares of Flora Rose, director of the New York College of Home Economics. These pictures show food values, using terms which all can understand, such as bone and teeth building and blood building.

To Prepare Inexpensive Foods

The third phase of the program was the preparation of inexpensive foods and combining them in well-balanced menus. Time would not permit the workers to put on a food demonstration, so a wall chart called "Meals for the Day" was used. This chart illustrated meals planned from foods in the "Penny Specials" and from available surplus commodities. A blue sheet giving menus for 1 day with recipes was supplied in quantities for distribution at the meetings. The meat loaf given on these sheets was prepared before the meeting and served after the women planned "Meals for the Day."

A green sheet called "Dollar Stretchers" was also distributed. Samples of home-made wheat nuts and a coffee extender, the recipes for which appear on the green sheet, were also used. The recent publication, "When Drought Cuts Down Home-Grown Foods", was used at the climax of the demonstration.

The people seemed very eager for this information and have welcomed the help given in this emergency.

ARETAIL marketing contest has helped to interest Georgia women and girls in effective marketing of surplus products. Emphasis was placed on planned production, careful preparation and standardization, amount of sale, business management, use of the money earned, and service rendered to the community.

THE Extension Service and the Works Progress Administration in Mississippi cooperated in establishing cold-storage and warehouse plants in 11 towns. The plants, of attractive and durable construction, cost approximately \$288,000 and have a meat-curing capacity of 4,700,000 pounds.

How Home Demonstration Work

Got Its Start in a County and How

The Work Keeps Growing

THE INCREASE in scope and effectiveness of home demonstration work in Lake County, Ind., since the organization of the home bureau in 1926, is a story of extension workers and local people working cooperatively in planning and carrying out a definite program. The Lake County Home Bureau has operated on a county-wide basis and has been open to all homemakers who desired to become members. The home-economics extension programs have arisen out of the need and demand for the work. Reports made by home demonstration agents since the appointment of the first home agent in 1929 to the present time record the growth and development of the home-economics extension program in the county.

Pioneer Efforts

The stage was partially set for home demonstration work by the pioneer activities under the direction of County Agent Lloyd E. Cutler in 1925. Girls' sewing clubs were organized with great success. The sewing club exhibit in which 13 clubs were represented attracted much attention at the county fair. The benefits derived from the establishment of hot school lunches in the schools also won genuine approval. Women from various parts of the county were then interested in attending demonstration meetings held by Purdue University specialists in nutrition. The county leaders liked the work but could not carry the information back to their communities as effectively as they wished. Lack of organization made follow-up work indefinite and difficult.

Consequently, at the achievement program in the fall of 1926, plans were made for organizing the Lake County Home Bureau for the purpose of carrying on a home-economics extension program in cooperation with Purdue University. All homemakers in the county were eligible for membership.

The objectives set up for the first year were to take up a first-year clothing project, encourage girls' club work, help with hot school lunches, publish a cook book containing 100 tested recipes, and aid the Lake County Farm Bureau in its various community and social activities.

Before the extension work for women was organized, the local leaders hesitated to call meetings in their own home communities and tell their neighbors what they had learned at the county project meetings. Under the new plan such meetings were called by the township director who explained the purpose of the meeting and introduced the local leaders scheduled to give a demonstration.

The goal of 125 members for 1927 was exceeded by 81 members. Thirty local leaders held 63 meetings with an attendance of 762 persons. An achievement day was attended by 184 women representing all townships except one. The officers and directors soon decided to hold occasional meetings in addition to the regular leaders' meeting. This decision marks the beginning of a development leading to the present monthly board of directors' meetings.

First Agent Appointed

During 1928 the home bureau continued the clothing project with 366 members. Local women worked with the county chairman in an effort to obtain appropriations for a home demonstration agent's traveling expenses. They presented their case to the county council after having seen each councilman personally. The efforts of these leaders of the home bureau resulted in the appointment of the first demonstration agent, Elizabeth Barnard, on January 1, 1929.

During Miss Barnard's first year as home agent in Lake County, home demonstration work was given impetus by the winning of a \$1,000 national canning contest prize. A sum of \$700 was invested, the interest to be used for such 4-H club activities as trips, junior leadership camps, State fair schools, and the annual 4-H club round-up.

Developing Leaders

In recent years a county tour has been arranged for local leaders to partially reward them for their efforts in carrying on the projects. Last year's tour provided a visit to a china shop and a bakery,

with a dinner at noon. Local clubs paid for the dinner, and the treasury of the county home bureau provided the transportation. Local leaders are further rewarded by a trip to the annual farm and home week at Purdue. For the past few years, each local home bureau has raised funds to send two leaders to the conference. All women who attend are expected to give reports and lessons suggested by the conference work. The 1937 home bureau registration at the conference reached 102 women leaders out of the county total of 150 women. These leaders represented 20 home bureau clubs of the county with a total membership of 532 women.

At present 10 of the 11 townships in the county are represented by organized clubs. Each of the 10 organized townships elects a director. The directors and the county officers constitute the county board which meets monthly to transact the business of the home bureau. This board corresponds to county home-economics councils often composed of local presidents. The board considers it less of a problem for a township director, with perhaps two or three clubs in her township, to keep a club active in the face of difficulties than for a president to have to bear down on her own club. Then, too, in this way a director affords a chance for a double check on the local program.

Program Planning

Following the selection of a reliable group of officers, it is necessary to sell the county program to the people. Considerable effort has been spent during the last few years to have the Lake County women see the advantage of program planning. The need for a program was first brought to the attention of the people concerned. Secondly, interest was stimulated in the building of a county program. By a summary of past activities and an analysis of present needs, a desire was created to know more about local conditions and to consider possibilities for future work.

To insure a better understanding between local and county groups and to

increase interest in the county program, emphasis has been given to the active participation of the county board of directors in the extension program. This past year the director's report has been listed in the recommended order of business for local clubs. Now that a director's report is expected by the local home bureaus, directors attend county meetings more regularly.

The establishment of county goals in advance of the year's work has been influential in strengthening the Lake County clubs. Suggestions for this procedure have come largely from the women themselves, an important factor in the accomplishment of the aims of an organization.

At the 1936 program-planning meeting it was decided to have yearbooks printed, each club to fill in their monthly program and names of officers. For the second time goals were set for the county home bureau. The establishment of county home-bureau goals has increased local interest as well as county interest.

Club Members Set Goal

The new goals for 1937 are: (1) That each club have a list of goals, (2) that each club use the song of the month, (3) that each club encourage home accounts, and (4) that each club encourage home improvements.

For the first time in 1936 the 4-H club leaders listed their goals for the coming year. Previously, their goals were set by the home bureau. The interest shown by the 4-H girls in setting up their own objectives indicates that local 4-H clubs may attempt a stronger program.

It is felt that as a result of county program-planning meetings the directors have a clearer picture of the possibilities of the work as to active townships, club membership, cooperation of local groups, and participation in county-wide activities. Moreover, if the local leaders and members have had an active part in developing a program along with the directors, they have a keener interest and greater willingness to carry the burdens that arise in working out the plans.

Nebraska Conserves Feed

Nebraska farmers constructed 12,389 new trench silos in 1936 as a means of conserving a winter supply of roughage. These new silos bring the total to 41,398 or a silo on almost every third farm.

The size of the trench silos ranges from 50 tons to 5,000 tons. One commercial lamb feeder constructed three trenches that have a total capacity of 15,000 tons.

Reuben Brigham Named

Assistant Director of Extension Work

AFTER an absence of 3 years, Reuben Brigham returned to the Extension Service on May 1 in the capacity of Assistant Director. During this period he was Chief of the Regional Contact Section of the Agricultural Adjustment



Reuben Brigham, who was appointed Assistant Director of Extension Work on May 1.

Administration, Division of Information. As Assistant Director of Extension Work, Mr. Brigham will work with Dr. C. B. Smith in aiding Director Warburton to coordinate and administer extension relationships with various bureaus of the Department of Agriculture, with other Federal agencies working in the rural field, and with the land-grant colleges in the States and Territories.

In making public the announcement of Mr. Brigham's appointment, Director Warburton stated:

"We are particularly fortunate in the return of Mr. Brigham. For many years county agents have been aiding farm people to make practical use of scientific findings in the fields of agriculture and home economics. More recently, agricultural adjustment, soil conservation, and other national programs that involve cooperative action on the part of individual farmers have added responsibilities to the county agent.

"Now, as we turn toward the task of developing out of both these older and newer activities a permanent unified pro-

gram for American agriculture, the educational responsibility of the Extension Service is increased rather than lessened. Mr. Brigham will assist in coordinating the educational support given to these agricultural programs by extension workers. His intimate association with the development of the agricultural adjustment measures and understanding of the underlying principles, together with his earlier extension experience, will be invaluable to us in dealing with the new educational problems which now face us."

Mr. Brigham assumes his new administrative duties with a background of almost 30 years of active association in rural affairs as farmer, lecturer, organizer, writer, editor, and educator. More than 20 of these years have been devoted to extension work.

After his graduation from the University of Maryland in 1908, he engaged in farming for 5 years. During this period he took an active part in farmers' organization work and in the development of local boys' clubs. He also served as lecturer of the Maryland State Grange.

He returned to the University of Maryland in 1913 as secretary to President H. J. Patterson. In 1915 he was made extension editor and also placed in charge of boys' 4-H club work for the State. In 1917 he was appointed to the staff of the United States Department of Agriculture where he was responsible for the development of visual and editorial materials for the use of extension workers. It was during this time that the Extension Service Review was established and Mr. Brigham became its first editor.

When the Agricultural Adjustment Administration was created, he was invited by its Division of Information to organize the Regional Contact Section. As Chief of the section he had the responsibility for maintaining contacts with educational forces, farm organizations, farm magazines, weekly papers, and field agencies of the Department of Agriculture that kept them constantly informed about the program of agricultural adjustment and conservation.

REGULAR radio broadcasts are now being given by 23 county farm agents and 11 home demonstration agents in Oklahoma, whereas last year only 4 county agents and 2 home demonstration agents were using the radio regularly.

Social Security Act Expands

Children's Bureau to Provide

A Better Chance for the Country Child

KATHARINE F. LENROOT

Chief, Children's Bureau
U. S. Department of Labor

TWENTY-FIVE—and a grandmother! That is the somewhat precocious claim made by the Children's Bureau of the United States Department of Labor. The twenty-fifth anniversary of the establishment of the Children's Bureau was celebrated at an anniversary dinner held in Washington on April 8, 1937. Its vicarious claim to the status of grandmother rests on the fact that some of the first crop of children brought up on the instructions contained in the 1914 edition of *Infant Care* are now bringing up children of their own with the help of the 1936 edition.

Infant Care, the "best seller" among Children's Bureau publications, has now passed the 9,000,000 mark. *Prenatal Care* runs a long second with 4,000,000 copies distributed.

Expansion Under Social Security Act

Within the past year or so a new expansion of the program for maternal and child welfare has taken place under the Social Security Act which, in title V, authorized grants to the States for (1) maternal and child-health services, (2) services for crippled children, and (3) child-welfare services. The administration of these three services was placed with the Children's Bureau.

All the States are now participating under the maternal and child-health program; 42 States are receiving grants for services for crippled children; and 42 States are sharing in the program for child-welfare services. The District of Columbia receives grants for all three purposes, and Alaska and Hawaii are receiving aid for the first two. The other States will benefit as difficulties are cleared away.

These new Federal-State-local programs represent a fresh resource for maternal and child-health and welfare services which may be drawn on for the benefit of mothers and children. As these programs are planned to serve "especially in rural areas", State and local extension workers will find it valuable to know how each State plan provides services for local communities. Inquiry should be made of the State agencies administering the programs.

Maternal and Child-Health Service

Maternal and child-health services in each State are administered by the State

health department, usually through a bureau or division of maternal and child health. The Federal funds for maternal and child-health services (\$3,800,000 annually) must be matched in part from State or local appropriations. The distribution of funds within the State is determined by the State health agency and is included in the State plan presented to the Children's Bureau for approval.

Service is given locally through the district or county health unit or frequently by the county health nurse where complete health departments do not yet exist. The program is primarily educational and is rendered through prenatal, well-baby, and preschool health conferences, health programs for school children, nurses' home visits, distribution of health publications, and postgraduate instruction for physicians and nurses. Maternal welfare programs are featured in many States.

There are a number of ways in which cooperation between the different services can be worked out to the benefit of the community.

Public-health nurses, through their contacts in rural homes, are able to bring to the formal classes held by the Extension Service many of the mothers who need this instruction. Extension workers in turn can often notify the local nurse of families where more detailed health instruction or other nursing service is needed.

Medical and nursing consultants and, in some States, dentists, nutritionists, and other special consultants are placed on the staff to give advisory service to local health agencies. The nutritionist on the staff of the State health department serves as liaison between the health department and the Extension Service and other State agencies carrying on nutrition programs.



The prenatal clinic in Kentucky held under the maternal and child-health program. In the background, the map shows the five regions having consultants appointed by the Children's Bureau to advise with the State agencies in making and carrying out State plans.

(Continued on page 78)

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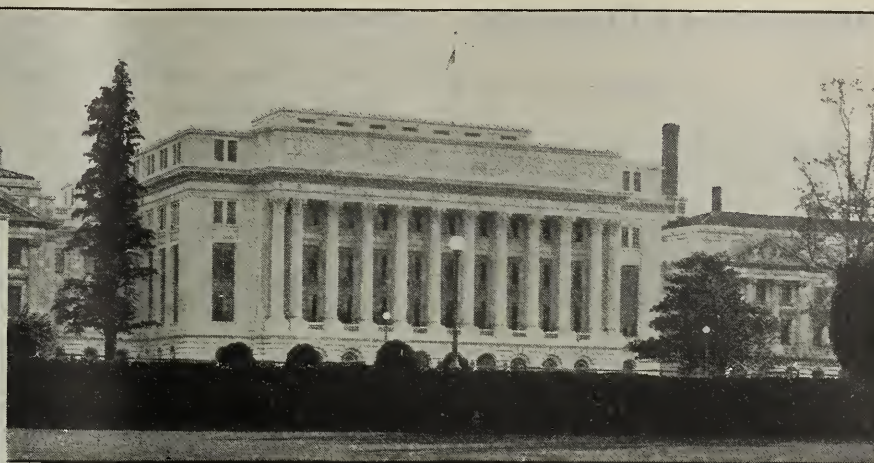
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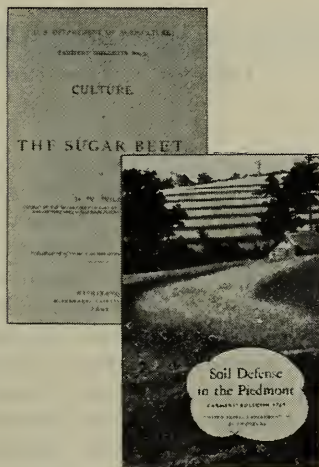


The present home of the Department. Henry A. Wallace (left), the present Secretary of Agriculture.

agricultural research as a
public function. Today
agricultural research is
generally recognized as a
public rather than a pri-
vate function.

Keeping Pace with Needs

After its formal creation
in 1862 the Department
developed along lines de-
termined by the pressure



One of the first and one of the latest farmers' bulletins published. The series was started on June 15, 1889.

of agricultural and nation-
al needs. It first sought
mainly to increase farm-
production power. It is
significant that Congress
authorized the creation of

the Department during the stress of the
Civil War, though for 70 years pre-
viously it had declined to take such
action. Sharply felt need for greater
production was one reason. When the
Congress created the Bureau of Animal
Industry in 1884 to fight contagious
pleuropneumonia in cattle, the primary
object was to facilitate live-stock raising.
Subsequent developments in entomol-
ogy, in plant breeding, in plant intro-
ductions, in soil and fertilizer investi-
gations, and even in meteorology, had
greater facility in production as the
main purpose. And it is noteworthy that
Congress enacted the homestead law in
the same year that it created the Depart-
ment.

Eventually, however, particularly after
the turn of the century, the Department
had to deal with marketing as well.
Production technique was not enough.
Mere technical efficiency, indeed, tended
to defeat itself or to benefit principally
middlemen and consumers. Accordingly
the Department established first an
Office of Markets and Rural Organiza-
tion, then a Bureau of Markets and Crop
Estimates, and finally a Bureau of
Agricultural Economics. These units
concerned themselves fundamentally with
marketing.

Now we see that even that was insuffi-
cient. Production and marketing must
be treated as a single problem and held in
a correct balance. Essentially, the task
is to establish a good rural-urban balance,
with the main branches of production
synchronized. The Department is de-
veloping organs to accomplish this end
along with all its other objectives.

Members of the Department sometimes
deplore the fact that marketing studies

did not begin earlier; that the agricultural
expansion program neglected conserva-
tion; that few people foresaw the evils of
forest devastation, of overcropping, of
overgrazing, and the like. But each
period deals with its own problems. The
Department met successive emergencies
as they arose in a way that left far more
to praise than to blame. Each stage in
the progress of agriculture, in the growth
of science, and in the evolution of our
complex social system produced appro-
priate and efficient responses from this
Federal institution.

Power for the Long Pull

Today its problems are more complex
than ever before. It will not be easy to
match the successes of the past, but the
obligation cannot be shirked. Perhaps
the greatest problem is that of land use,
which is also a human problem. It is a
social as well as a physical problem.
Action will require a new synthesis of
technical, economic, and social thought,
and will oblige the Department to enter
fields that once seemed quite outside its
province.

It was well enough in the pioneer period
to spread population thinly over an im-
mense domain and leave everyone free to
pursue his own devices. Today, with an
increased population, and with wrong
land-use practices causing one disaster
after another, new principles seem to be
necessary. No longer can the different
agricultural specialists carry on their work
in isolation. There is an imperative need
for a combined attack on the land-use
problem by economists, agronomists,
engineers, soil specialists, and farmers;
and these groups will need also the sup-

(Continued on page 79)

Extension as a Profession

(Continued from page 67)

themselves live and impart the inspiring life; men and women who live and will continue to live in the hearts and minds of the people they serve through the years to come, because they stand for something in life worth while.

What Training

What is the task before us in continuing to get and train men and women for this great job of extension? We need from 800 to 1,000 each year. Graduation from a regular 4-year course in agriculture or home economics would seem to be an essential. Extension directors know, of course, that only about one out of each six men or women who graduate have the personality and teacher qualifications for an extension agent. With increasing demands made on extension forces for a broader interpretation of extension, especially in the counties, it is most desirable that every prospective extension agent take an extra year or two at the university, fitting himself more fully in the fields of education, economics, sociology, philosophy, science, and letters. Most of us need a far broader background than we have to serve most efficiently in extension.

Beginning, then, first as a graduate, with a year or so extra work as an apprentice in the county, and returning to the university from time to time to take further work in special subjects, you have the beginning of an extension teacher. It takes 6 or 7 years of college training these days to make a doctor or a lawyer. Extension agents who keep pace with future needs will also have to spend 6 or 7 years in preparation. Farmers are growing as we continue to work with them in extension. If we meet their needs, we must give them more than just agriculture. We must be more broadly prepared.

Now that it is thus made possible to employ assistants in counties, definite steps may well be taken to provide a reasonable number of apprenticeship positions to be filled by promising men and women, fresh from their college training, who desire to obtain experience in their chosen career through association for a year or two at a nominal salary with successful extension workers. The providing of such apprenticeship positions, as is now being done in many States with Bankhead-Jones and other extension funds, should result also in stimulating interest in undergraduate courses, relating specifically to extension teaching and will

insure an available supply of candidates with extension experience to be drawn upon in filling vacancies in positions of county agricultural and county home demonstration agents. Assistant agents will also make it possible for county workers to get away more readily from time to time for short periods of graduate study at the university.

In addition to a limited number of special undergraduate courses for prospective extension workers offered in all the larger State agricultural colleges, in-service training on a graduate basis should be provided at some six or seven of those institutions best suited by location and teaching facilities to serve as training centers for groups of States.

Some other essentials of extension teachers are that they be in full sympathy with the rural people they serve; the men or women who would not like, themselves, to own a farm and live a rural life cannot hope to make the most successful teachers in extension.

In a North Carolina county, the farm women at one of their regular home demonstration meetings called aside the

State supervisor and told her that they were about to let their home demonstration agent go. When asked the reason, the women replied: "Because she does not love us." Farm women and farm men want to work with agents who sympathize with them and their problems and have a love for them and for farm work in their hearts.

The agent, also, who looks upon extension as a job, rather than an opportunity to serve his fellow men, will not get the most out of his life work. He is likely to be just another teacher.

I do not know much about the future life; but I do know that the extension agents who are real men or real women, who love the people they work with, who are patient, human, and competent, are as likely to gain immortality as any human being in the world. And that is one of the great rewards of extension. There is a great craving in every man's heart to live on. That is why men build monuments. They want to be remembered. I know of no surer way to live on than to be a good extension agent. (Another article in this series will be published in a later number.)

Extension Administration and Supervision

C. W. WARBURTON

Director of Extension Work

IT IS NOT ALWAYS easy to separate extension administration and supervision. In many States these functions are performed by the same individuals with no clear-cut idea of where the one ends and the other starts. Although it may make little difference who performs these functions, it is highly important that both types of functions be recognized and properly performed.

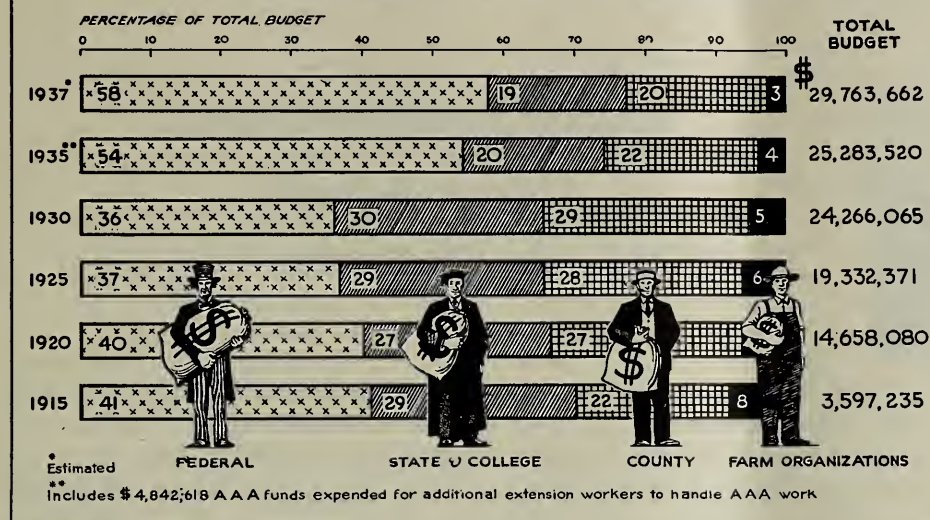
Extension Administration is primarily concerned with the establishment, operation, and maintenance of the extension system as a whole. It involves legal basis, methods of financing, organization of various branches into an effective machine, maintenance of an adequate professional and business staff, determination of policies, cooperative relations with other contributing public and private agencies, and the accounting to the public for extension costs and accomplishments. The extension director is the chief administrative officer.

Extension Supervision is concerned with the improvement of extension teaching.

It is a creative enterprise in which professionally minded workers attack their problems scientifically, seeking the better way unhampered by traditional bias or fixed ideas. Supervision deals with problem analysis, program determination, work planning, leadership use, and teaching methods. Extension supervisors are usually known as State leaders and assistant State leaders of agricultural agents, home demonstration agents, and 4-H club agents. In some States supervisors are assigned groups of counties and called district agents. In some States certain supervisors are given administrative duties and are called assistant directors.

Administration is concerned with maintenance of the organization, whereas supervision is concerned with the management of the extension teaching personnel to enable them to grow professionally and, thereby, increase their extension teaching accomplishment.

WHERE THE MONEY COMES FROM



THIS GRAPH is an eloquent close-up of the shift in financial support of cooperative extension work since 1915. It will be noted that the percentage of Federal funds decreased slightly between 1915 and 1930 and that the percentage of State and county funds increased, most of the increase being in county funds. With the advent of the agricultural adjustment program the trend was changed. The percentage of Federal funds increased sharply, due to funds contributed by the

A. A. A., which in 1936 were supplanted by appropriations provided by the Bankhead-Jones Act. For the first time since extension work was established the Federal Government in 1934 assumed more than half of the total extension budget. The percentage of total funds contributed by farm organizations has decreased steadily during the entire period. The shifts in percentages have been due almost entirely to the increases in Federal appropriations.

nation of extension teaching activities, if lost motion and friction are to be prevented.

5. *Democracy of Spirit and Operation.*—Greatest progress is made when all members of the Extension Service staff approach their common problems with a professional attitude of mind. When all groups attack the problems presented for solution in a scientific way, the question of morale becomes of minor importance, and unanticipated developments will not be permitted to interfere seriously with the carrying out of plans agreed upon. The assumption of leadership in the application of scientific methods of study to extension is, of course, the primary responsibility of the administrative and supervisory groups.

New Federal Specialist



Lydia Ann Lynde was recently appointed extension specialist in child development and parent education for the Federal Extension Service. Mrs. Lynde is the first permanent specialist in this field to be attached to the Washington staff and will work with the State specialists in developing a more adequate program for welfare of the rural child. She will carry on the work begun by Lita Bane, who spent 2 years in cooperation with the National Council of Parent Education and the Extension Service laying the ground work.

Mrs. Lynde is a graduate of Purdue University, La Fayette, Ind., receiving both her bachelor's and her master's degrees from that institution. For the past 8 years she has done outstanding work in Michigan as child care and training specialist.

“FROM eastern Wyoming, where farm women have experienced drought and dust-bowl conditions for several years, there came the first request for work in personal grooming in connection with their clothing project. Unless you have ‘eaten dust’ you don’t know how far your hat should come off to these women”, writes Mary G. Collopy, State home demonstration leader.

Extension Organization Principles

C. B. SMITH

Assistant Director, Extension Service

HOW MUCH does the particular plan of organization of the Cooperative Extension Service followed in the various States affect the successful conduct of extension work? Probably very little, if at all, provided certain fundamental principles of administrative organization are closely adhered to. These principles are:

1. *Centralized Executive Responsibility.*—Without such a single, responsible directing head, little progress can be made in any field of endeavor. As the administrative representative in the State of the United States Department of Agriculture, as well as of the State agricultural college, the State extension director has been given full responsibility for the administration of extension work in the State.

2. *Definition of Responsibilities.*—The job of every State and county extension worker should be clearly defined in order that each individual may know just where his or her responsibilities begin and end. A common understanding of the duties of all members of the Extension Service staff promotes good teamwork in handling problems involving cooperative effort.

3. *Delegation of Authority.*—Unless the individual is clothed with the necessary authority to perform properly the duties assigned, efficient functioning of the extension organization machine is made impossible.

4. *Facility for Cooperation and Coordination.*—It is particularly important, where diverse subject-matter problems must eventually be considered in terms of the farm and the family as a unit, that provision be made in the organization set-up to insure the cooperative action of all interested parties and the proper coordi-

In the Wake of the Flood



Such homes as this in Scioto County, Ohio, require all the help the home demonstration agent can give.

THE clicking of movie cameras, the radio commentators, and the host of newspapermen have gone from the muddy lowlands. The swirling waters have receded to their channel; the refugees have returned to their homes. There is no longer world news in the Ohio-Mississippi Valley floods. But to the agricultural and home demonstration agent the flood is still a reality. Busy they were during the high water, and busy they still are. As a Tennessee agent said, "The heavy work will last well through the spring and into the summer." The job of rehabilitation throws a long-time burden on the county extension agents in this area.

Versatility of Agents

From the first, the agents were in the thick of things. Being on the spot and familiar with the people and the lay of the land, county agents helped to rescue farm families in isolated localities. The county agent in Shelby County, Tenn., for instance, helped to find high ridges on which to drive 5,000 head of cattle and other livestock and fed about 500 head which could not be fed by owners. An Arkansas county agent, W. A. Owens, traveled 20 miles in a gasoline launch to vaccinate 200 hogs marooned on an Indian mound. Typical of the emergency record of county agents is the following report from County Agent D. L. Weldon of Dyer County, Tenn.

"For 2 days we received people out of the flooded area and cared for them as best we could. As the numbers mounted, it became necessary to set up kitchens and supplies, establish sleeping quarters,

and look after the sick. Routine work was forgotten. One nurse was an office clerk. Two other clerks issued clothing. Citizens of Dyersburg began furnishing clothing and food as the need grew. Home Agent Georgia Roberts took charge of the kitchens, and Sarah Patrick, Rehabilitation Administration supervisor, took charge of the feeding at a temporary hospital we set up. These activities lasted for 10 days. More than 1,000 families found refuge in Dyersburg; and 2,000 head of cattle, 3,000 hogs, 1,500 mules, and about 5,000 chickens were driven to higher ground in this one county."

From Arkansas comes the report that county agents and their agricultural conservation committees worked day and night to rush payments earned by farmers in the 1936 agricultural conservation program. Many of them went out in boats and searched through the refugee camps to get the necessary signatures on the applications for payment.

Before the waters subsided, agents began the work of rehabilitation. Women in the refugee camps in Arkansas met regularly with the agents to discuss the problems of restoring flood-damaged homes to a livable condition.

When the waters receded, there were new problems to be faced. County Agent Ben Thomson of Stewart County, Tenn., immediately organized his county

The floodwaters of the Ohio and Mississippi Rivers have subsided and life along the river banks is returning to normal. In the history of the flood there is no more dramatic story than the story of service performed by county extension agents. With the same high courage, determination, and resourcefulness exhibited at the height of the flood, extension agents have now turned to the tremendous job of rebuilding farms and homes. The whole story of service performed by them has not yet been recorded, nor will it be recorded for some time. This article and the article in the March number give a few examples among many which indicate a heroism and devotion to duty of which we can all be proud.

County Extension Agents Help to Rebuild for the Future

into districts and began to check on livestock losses, the condition of the feed, and the damage to buildings. Preventing disease among crowded cattle and trying to prevent unnecessary sacrifices to unscrupulous buyers who took advantage of the situation to offer ridiculously low prices were some of the problems facing Arkansas agents, as well as those in other areas.

Assistant county agents were placed in the flood counties of Indiana. Conferences were held between extension agents and rural rehabilitation supervisors to correlate the work and to reach a common understanding as to policies to be followed in meeting the situation. Farmers lost millions of dollars in property, including livestock, feed, machinery, fences, and buildings. Twenty-five or 30 houses or barns, or both, were washed away in each of Indiana's flood counties.

Ohio Agent Lends Helping Hand

The work of Virginia G. Judy, home demonstration agent in Scioto County, Ohio, a badly flooded area, is typical of that of many agents. After the ruinous flood began to subside and some semblance of order again prevailed, Miss Judy, assisted by the home furnishing specialist, held four meetings to demonstrate methods of renovating houses and furniture submerged by the flood waters.

The meetings were attended by from 30 to 50 persons, including 11 W. P. A. emergency teachers. Practically all these people held other renovating demonstrations and made many home calls to help with the tremendous job of cleaning up.

In 2 weeks, the 11 W. P. A. teachers held 78 classes and relayed to 608 people the information they obtained from Miss Judy. Individual help was perhaps the most appreciated because so many homemakers were too busy to attend meetings but were anxious to learn of anything that would aid in making their homes more livable. Miss Judy distributed 1,500 copies of a mimeographed bulletin entitled "Aid for Homes That Have Been Flooded", which gave detailed information on many flood problems, such as care of cuts and bruises, purifying water, use of soaked electrical equipment, removal of odors, what to do to the piano and sewing machine, and renovation of furniture and clothing.

Other Ohio Agencies Cooperate

The work was carried on in close cooperation with the health commissioners, the Rural Resettlement officials, the American Red Cross, the local radio station (WPAY), the newspapers, and many voluntary groups. "And", says Miss Judy, "it was the best pay a teacher ever received to hear so often from a homemaker in the flooded area, 'Oh, doesn't that look nice? I thought I could never do anything with it.'"

First of the tasks facing the Extension Service representatives and committeemen in Illinois was the practical coordi-

nation problem of setting up working relationships with other agencies and services. Conferences were held with the Red Cross, Illinois State Department of Public Health and its sanitary division, county agricultural and home demonstration agents, and with county farm bureau officials. Within the counties themselves, the work of the county extension agents was coordinated with that of these agencies and with such other services as the rural rehabilitation division of the Resettlement Administration.

As families returned to their homes in Illinois they received copies of leaflets on the problems encountered in reconstruction and rehabilitation, including cleaning of flood-stained walls, planning low-cost diets, repair and construction of buildings, salvaging of feed, and the repair of machinery. H. H. Alp, poultry specialist, visited the stricken area to make a first-hand survey of the needs and possibilities in poultry, one of the first things to which flood sufferers turn as a means of reestablishing themselves. Feed and seed needs and supplies were also surveyed and committees appointed to take care of this work.

Another feature of the Extension Service role in the 1937 flood emergency was the organized aid sent by extension groups outside the flooded area. Final reports show that farm organizations in New York State provided 82 cars of foodstuffs and clothing, as well as \$2,529.14 in cash to the Red Cross to be used for flood sufferers. (See March number, p. 46, for preliminary story.) About 500 quarts of canned goods were selected from the pantries of home dem-

onstration club women in Newton County, Ark., to be sent to those who lost their supply in the floods of east Arkansas. Many other instances of organized aid could be cited.

Red Cross Supplies Assembled

Many home demonstration clubrooms became headquarters for assembling and preparing Red Cross supplies for flood relief. In Benton County, Ark., two sewing machines were kept humming, and, among other things, 20 quilts and 8 sets of pillowcases and sheets were made. At the emergency hospital at Brinkley, Ark., nearly 250 mattresses and pillows were made with the assistance of home demonstration club members of Monroe County.

Agents from counties north of the flooded areas in Indiana located supplies of hay which might be purchased or, in some cases, which the owners wished to donate to flood sufferers. The rehabilitation division has been acting as the clearing house for this information, and as the hay and also corn and commercial mixed feeds are needed, they see that it is delivered. On the return journey the trucks carry corn which has been under water but is still fit to be fed to hogs and cattle. At Evansville, the fire hose was used to wash truck loads of mud-covered corn sold by measure rather than by weight.

Hard work, a well-planned program, and coordination of effort are enabling county extension agents to help farmers in the devastated counties to get the necessary credit to put their land in shape for an early planting of food and feed crops, to restore their homes at as low a cost as possible, and to put the farm on a paying basis once more.

Manitoba Women Send Sympathy

To Mrs. Franklin D. Roosevelt came the following letter from the Women's Institute of Manitoba, Canada, dated April 20, 1937:

"On behalf of the rural women of Manitoba, the advisory board of the Women's Institutes wish to extend sincerest sympathy to the rural women of those districts of the United States who recently suffered so severely in the loss of their homes and loved ones by the flood disaster. Through the associations formed at the conference of the Associated Country Women of the World at Washington last June has arisen a kindred feeling and a desire to express our sorrow for our sisters in distress.—Ethel E. Johnston, Secretary."



A Tennessee tenant family after the flood look to the extension agents for help in starting anew.



Alabama's New Director

P. O. Davis was recently appointed director of the Alabama Extension Service, succeeding Dr. L. N. Duncan, who retired to devote his entire time to the presidency of the Alabama Polytechnic Institute.

In becoming director of extension Mr. Davis retired from the triple position of executive secretary, registrar, and director of publicity.

Born and reared on a farm in LIMESTONE County, Ala., Mr. Davis began his educational career as a teacher of rural schools. After completing his high-school work at Athens he went to the Alabama Polytechnic Institute, where he graduated in agriculture with honors in 1916 and entered immediately into agricultural work, serving as development agent for the Southern Railway and as feature writer and merchandise investigator for the *Progressive Farmer*, Birmingham. He joined the Extension Service staff in 1918.

FIFTY-FIVE persons attended the tenth annual cooperative marketing school sponsored by the Extension Service in Arkansas. Several members of the extension staff took an active part in the educational sessions of the 2-day school.

MORE than 600,000 acres of farm land in Arkansas have been terraced during the 10-year period, 1927-36. The banner year, 1936, found 2,758 farmers cooperating with the agents of the Extension Service and the extension specialist in agricultural engineering in terracing 78,330 acres.

A Better Chance for the Country Child

(Continued from page 71)

In Massachusetts, where there is a staff of nutritionists in the State health department, the State home demonstration leader serves also on the nutrition advisory committee. In Utah, the State home demonstration leader participated in the nutrition institute for public-health nurses. In Maine, the director of extension, the home demonstration leader, the director of the maternal and child-health division, and the nutritionists of the two agencies have worked out a plan of cooperation for well-child conferences.

Several State departments of health that do not have a full-time nutritionist have made arrangements to obtain nutrition service from another State agency. In Delaware, a nutritionist is employed jointly by the Extension Service and the department of health. In Minnesota, the extension nutritionist is a member of the advisory committee for the maternal and child-health program. In South Dakota, the extension nutritionist gave the State and county nurses intensive instruction in the promotion of adequate school lunches for rural schools.

Another form of cooperative relationship in which the social-security services, public-health service, and the Extension Service have taken part was expressed in two regional conferences held in the drought area during the fall of 1936. Kansas, Missouri, and Nebraska were represented at the first of these conferences which was held September 28 and 29 at Kansas City, Mo. Those present included specialists in nutrition and home economics and medical and public-health nursing consultants from the State health departments, the United States Public Health Service, the United States Children's Bureau, the Extension Service and Bureau of Home Economics of the United States Department of Agriculture, the Extension Services of the State agricultural colleges, the rural rehabilitation division of the Resettlement Administration, and the Home Economics Education Service of the United States Office of Education.

The second conference, similar in nature to the first, was held at Minneapolis October 1 and 2 with representatives present from Iowa, Minnesota, North Dakota, South Dakota, and Wisconsin.

South Dakota organized a nutrition council on the spot; North Dakota planned a series of 1-day conferences between nutrition specialists and public-health nurses. Both North Dakota and South Dakota reported plans for providing school

lunches for rural children throughout the winter. Each State in the group planned to set up a council for the exchange of information on the progress of the programs adopted and for the encouragement of county and local workers.

Service to Crippled Children

The services for crippled children in each State are administered by an agency, designated by the State. State health departments, State welfare departments, or State crippled-children's commissions are the most usual State agencies. Locally, the schools, the social agencies, the public-health nurse, the home demonstration agent, the farm agent, and volunteers from all organizations interested will be called on to find the crippled children and bring them to the diagnostic clinics conducted by the State agency. Both during the period of surgical and hospital care and after the child's return home, local workers will share responsibility in providing services needed to help the child make the best possible physical and social adjustment. All the Federal grants to the States for services for crippled children (\$2,850,000 annually) must be matched by State or local funds.

Child-Welfare Services

Child-welfare services are administered by State public-welfare agencies, usually through a division for child-welfare services. The total amount available for Federal grants is \$1,500,000 annually. This program also is dependent for its success and for its extension on the cooperation of State and local groups concerned with child welfare. Local child-welfare services include arranging for protection and care for dependent, neglected, and handicapped children; aiding juvenile courts in dealing with children who are delinquent or in danger of becoming delinquent; and promoting the coordination of local agencies dealing with children.

Regional consultants have been appointed by the Children's Bureau to advise with the State agencies on the making and carrying out of State plans. Medical and nursing regional consultants serve the maternal and child-health and crippled-children's divisions, and social-work regional consultants serve the child-welfare division. Roughly, the five regions served by the medical and nursing consultants include (1) Northeastern States, (2) North Central States, (3) Southeastern States, (4) South Central States, and (5) Western States, including Alaska and Hawaii. Two Children's Bureau regional offices have been opened, one in San Francisco and one in New Orleans.

Cotton Extension Work Shows a 99 Percent Coverage

All but 2 of 369 representative cotton growers interviewed in six parishes of northwest Louisiana had received information on cotton production or marketing from the Extension Service, according to a survey made in 1935 to determine the influence of the cotton extension program.

Practically all of these cotton producers (98.6 percent) reported that they were following one or more of the recommended practices included in the cotton extension program. Participation in acreage adjustment in connection with the A. A. A. program, as had been expected, was reported by nearly all cotton growers (95.7 percent).

According to this study made by F. W. Spencer, assistant extension director for Louisiana, and M. C. Wilson, in charge of extension studies and teaching in Washington, D. C., the Louisiana farmers had been effectively contacted by means of general meetings, office calls, news stories, circular letters, or result demonstrations. In fact, the number of improved cotton practices adopted by each farmer increased in direct proportion to the number of ways that he had obtained extension information. The indirect passing of extension information from neighbor to neighbor was found to be the most important single influence in bringing about the adoption of improved practices.

This study of cotton growing and the influence of the cotton extension program is reported in Extension Service Circular No. 257, entitled "Influence of Cotton Extension upon Cotton Production in Northwest Louisiana", and is available for distribution from the Extension Service, United States Department of Agriculture.

We Reach Our 75th Birthday

(Continued from page 73)

port of an informed public opinion and of highly organized and properly directed public agencies. This Department will need all its capacity for growth and change and all its power for new and efficient response to meet new conditions.

Education Vital to Progress

This task is educational as well as scientific. When the Smith-Lever Act was under discussion in Congress in 1914, speakers declared that the knowledge available in this Department and in the State agricultural colleges and experiment

stations was 25 years in advance of the practices commonly followed by the farm people. Agricultural extension and information have accomplished tremendous things since that time. But the intervening period has been one of great scientific as well as of practical advances, of industrialization, of growing interdependence, and of land abuse.

The task of extension and information is greater today than it ever has been, as well as more difficult and complex. There can be no pigeonholing of teaching and research any more. The day of closed compartments has gone. Research and service in the Department depend more and more on actual cooperation with the

farmers and on an ever closer daily contact with the practical concerns of production, of marketing, of soil care, of human welfare, and of farm organization. Our conception of the Department must be dynamic. We must think of it constantly as a living part of a living whole, or it will lose touch, fall behind, and fail in its job.

The coming 25 years will unquestionably bring forth greater changes than have the past 25—perhaps even greater than the past 75. That is why the observance this year of the seventy-fifth anniversary of the creation of the United States Department of Agriculture has such unusual significance.

Extension Pioneer Passes

Pontus Henry Ross, Director of Extension in Arizona, died at his home in Tucson, Ariz., Monday, April 5, after a protracted illness of several months. Mr. Ross had been Director of Extension Service in Arizona since 1923. He en-



tered extension work in 1912 as county agricultural agent in Leavenworth County, Kans., remaining in that capacity until 1916 when he became county agent leader in Missouri. He remained as county agent leader until 1923. During the years 1918 to 1923 he was also Assistant Director of Extension.

In 1928 he made important contributions to education as a member of the National Committee to Survey Land-Grant Colleges conducted by the Office of Education, Department of the Interior. He was in charge of the work in six Southwestern States.

Mr. Ross was born in Jewell County, Kans., June 24, 1879, and was brought up on a farm. He graduated from the

Kansas Agricultural College in 1902 with a degree of bachelor of science, and in 1929 was granted the degree of master of science from the University of Arizona. In 1903, shortly after graduation from college, he went to Sitka, Alaska, as agent and expert at the Federal experiment station there. A year later he was made superintendent of the branch experiment station on Kenai Peninsula in Northern Alaska, and did pioneer experimental work in the far North, only a few miles south of the Arctic Circle. Here he remained until 1907. While superintendent, he conducted important investigations in regard to hay production from native grasses. He is the author of Alaska Experiment Station Bulletin No. 3, Hay production at Kenai Experiment Station (1907). Returning to the States, Mr. Ross was agricultural teacher at Jewell, Kans., for a year before beginning his county agent work in Leavenworth County.

Mr. Ross' extension career has been noteworthy. He brought to his position as director an intimate knowledge of the details of county agent work, as well as supervisory problems. This made him sympathetic and understanding, and these qualities endeared him to his associates. His high qualities as administrator were generally recognized. For a while he served as a member of the important committee on organization and policy of the Land-Grant College Association and for one term was its chairman. He was a member of the National Honorary Extension Fraternity, Epsilon Sigma Phi, serving as its first grand secretary-treasurer from 1927 until 1936, when he was made grand director of the National Grand Council. He was a wise leader with a fine personal philosophy. He will be sadly missed in both extension and fraternal circles.

IN BRIEF • • • • •

Around the World

In cooperation with radio stations WGY and W2XAD at Schenectady, N. Y., the New York State College of Agriculture presented a series of 26 international short-wave broadcasts which started February 23. V. B. Hart, extension specialist in agricultural economics and farm management, was the first extension worker to appear on the program. The talks were given in English and Spanish.

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Quilting Bee

One thousand and twenty-six quilts were made by Greene County, Ark., home demonstration club women during 1936. The quilts were made at the regular meetings of the clubs. One club averaged three quilts at each meeting. The president of the Hooker Home Demonstration Club sold \$77.50 worth of quilts and has orders for as many more as she can make.

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Conservation Prizes

Boys and girls in South Dakota 4-H clubs have an opportunity to participate in a conservation contest sponsored by the State Izaak Walton League. Three requirements for participation are three pictures showing the individual's conservation activity, an essay of not more than 500 words, and a scrapbook of pictures and clippings showing the various phases of conservation.

• • •

Mail-Box Club

A queer name for a home demonstration club—a mail-box club—is it not? The name originated because the club holds its meetings at the crossroads where the rural-delivery mail boxes are located.

In Colorado there are many women living on isolated ranches who are eager members of home demonstration clubs. Distances and road conditions are sometimes difficult to overcome, and many of the homes are too far distant from other homes to make attendance at club meetings possible. There was a problem to be solved; but, heads together, these women in the San Juan Basin found one common point to which all roads converged and which, therefore, seemed to offer a place of meeting that was cen-

trally located and satisfactory to all. This common point was the mail box.

Club members who attended the leader-training meetings arranged with other members who had mail boxes at the same place to meet there at the same hour so that the trained leader could pass on to the others the instruction received at the leaders' meeting. Where there's a will there's a way.

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Faithful Member

Mrs. D. E. McClure, a member of the Neodesha home demonstration club of Wagoner County, Okla., is justly proud of the pin she has been awarded for 16 years of perfect attendance at club meetings. Mrs. McClure helped with community enterprises as early as 1906, and the home demonstration club was organized in 1920.

AMONG OURSELVES • • •

THE TEXAS EXTENSION SERVICE suffers a great loss in the recent death of R. H. Bush, extension economist in rural organization work. Mr. Bush had developed agricultural councils in most of the Texas counties and was a leader in organizing the Texas Agricultural Association. His fine enthusiasm for the ideals of extension work cannot easily be replaced. He served his time as county agent in Morehouse Parish, La., and in Eastland County, Tex., and also did a fine piece of work in building permanent pastures as a pasture specialist. He was a native of Mississippi and a graduate of the Mississippi State College. He leaves his wife, a 16-year-old son, and a brother who is county agent in Waller County, Tex.

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THE LOSS of William Peter Carroll, who died at his home in Chicago on April 2, 1937, will be keenly felt by his coworkers on the Federal Extension staff and in the grain-producing States of the Middle West. Mr. Carroll was born near Geneseo, Wis., and graduated from Carroll College, later receiving his master's degree from the University of Wisconsin. He came to the Department of Agriculture in 1906 and has had a long and enviable record in the Federal Grain Supervision Service.

In 1933 he began developing educational programs on grain standards with large groups of farmers, grain-elevator associations, and terminal grain merchants.

In 1936 Mr. Carroll took charge of a new project in the Extension Service known as Country Handling and Grading of Grain, assisting grain producers and country dealers with problems of grading grain in accordance with the official standards of the United States and with problems of handling grain so as to obtain the best market returns. He conducted scores of schools for country grain dealers and farmers. Subzero weather, deep snows, or long hours meant nothing to him. The work he has started will go on into the future, a monument to his ability and his devotion to the cause of the grain producers.

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NORTH CAROLINA'S own Dr. Jane McKimmon, who has been largely responsible for the fine home demonstration organization in the State, recently retired from active administrative duty after 25 years of devoted service. Ruth Current who succeeds Dr. McKimmon as State home demonstration agent has been active in extension work in the State for the last 10 years, first as home agent in Iredell County, then as district agent. During the last 5 years she has also acted as extension specialist in girls' club work and directed the farm women's short course each summer. Dr. McKimmon will continue with the North Carolina Extension Service and devote her time to writing for and about home demonstration work.

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THE NATIONAL ASSOCIATION of County Agricultural Agents is planning to meet in Washington, D. C., the week of June 7, according to Bright McConnell, president of the association and county agent in Richmond County, Ga.

The Washington meeting will be devoted entirely to a tour of Government departments and to brief addresses by Department heads. The committee in charge of arrangements are J. E. Whonsetler, Columbus, Ohio; P. Rixey Jones, Chesterfield, Va.; W. L. Bollinger, Pottsville, Pa.; Warren O'Hara, Greenfield, Ind.; George C. Deems, Clay, W. Va.; and D. M. Babbitt, Flemington, N. J. Fred C. Meier, field agent for the Eastern States, Federal Extension Service, will represent the Department of Agriculture in working out a program with the committee.

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SIXTEEN STATE extension workers, representing the five regions of the A. A. A. organization, met in Washington, D. C., the week of May 3 to discuss and propose suggestions for the further development of the county agricultural planning activity.



My Point of View

A Tribute

To you, rural women of Arizona, I wish to pay a sincere personal tribute based upon my years of experience with you as friends and cooperators.

As I go about from ranch house to ranch house, from one desert home to another, I am constantly and bewilderingly impressed by the versatility, charm, adaptability, and, above all, the good cheer of the rural woman.

A hundred miles from the railroad, I may meet you on your doorstep with the latest copy of "Vogue" in one hand and Wells' "Outline of History" in the other; or you may leave me a note saying that you are sorry not to be at home but that you must "flivver" a mere 80 miles over rough mountain roads to preside at an important meeting of the State welfare board; or you are out "riding fence" or helping to round up cattle when the ranch is short-handed; or driving the school bus, running a hot school lunch, or attending a benefit bridge. Any one of these things you are very probably combining with the "simple" task of running an average American home which in some localities is necessarily devoid of many of the conveniences of the city. You are rearing and educating a houseful of vigorous youngsters; backing and sustaining your husband through cotton or cattle crash; keeping pace with him in his economic and political advancement; and contriving to jolly him into thinking that life is a great, good game if one only knows how to play it.

Regardless of background, you Arizona rural women seem to have developed certain characteristics in common—a fine, high courage to meet financial, economic, and social emergencies, coupled with abundant good cheer, tolerance, hospitality, kindness, and a saving sense of humor.

As a type, you may be altogether too often old before your time from the grilling tasks of a too-hard new life, but you seem always kind, with the kindness born of vast and leveling experiences; tolerant and softened by buffet-trials and overpowering hardships and disappointments; generous with the generosity begotten of

constant contact with many less fortunate in their daily conflicts; and happy, with the happiness that comes to those too busy to flirt with discontent.

To me you are a bit of comfortable reliability—like one's heavy underwear and galoshes in the dead of winter, or a copy of Dickens standing the onslaught of modern fiction, or an old reliable porous plaster in the confusion of new cures for old ailments, or an ancient and smelly Meerschaum, or any of the hundred and one comfortable things which we grow used to and which brand many of us as "old fashioned." Indeed, you are women to tie to—substantial as the unchangeable Arizona mountains in whose mellow shadows you live.—*Grace Ryan, home demonstration agent, Maricopa County, Ariz.*

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Problem of the Older Girl

The young mothers' group at Cedar Brook (N. J.) is of significance because of its history and its probable program. Between 1929 and 1933, when I was agent in Camden County, these seven young mothers were 4-H club girls between the ages of 13 and 16 years. They made workboxes and dresses and carried the usual 4-H work until they reached high-school age; and then nothing as practical as home economics interested them, and I despaired of holding them in club work.

Soon after that I left the county for 3½ years. Returning, I tried to find these girls, thinking that the interest dormant for about 5 years might be regained. Five of the seven girls had married, and there were six children. They not only welcomed me, but were anxious to form a group studying "anything pertaining to our homes."

A young mothers' group was organized, but I was rather at wit's end to know how to introduce obviously needed subject matter. Starting with what I hoped would interest every mother, namely, children's clothes, I was surprised to find that they all wanted to make snow suits and were much interested in discussing the self-help angle of children's clothing. Parent-education books which I circulated were read avidly by the young mothers; and a long-time program of parent education, nutrition, and home management was set up.

The history of this group is food for thought. What, at times, seemed like

energy wasted on 4-H'ers whose willingness to work was not always evident seemed, nevertheless, to have been effective. Apparently, it set the stage for the "psychological moment."

Should we, as agents, feel so discouraged and concerned when the high-school girls scorn practicalities? Can't we offer a practical background at whatever age she will take it and be prepared to help the girl again when she is more settled in life and really wants assistance in homemaking? Can it be that we are overzealous in our attempt to hold all ages at all times?—*Mary M. Leaming, home demonstration agent, Camden County, N. J.*

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Life Begins at 45

A new phase of our family-life program has to do with women after 40. We call it the "Life Begins at 45 Club." All over New York State there now are women who have been members of the home bureau about 20 years. These women are no longer actively interested in some of the phases of our projects which appeal to the younger women. We felt that it wasn't fair for them to dominate the program; neither was it fair to ask them to step out.

We believed, too, that many of them needed help on growing old happily, gracefully, and joyously. For these women we organized the "45" club. They read about and discussed problems that particularly concern them, such as being a grandmother, their relationship as to daughter or son-in-law and other members of the family. What the woman of 45 should wear to look smart interests them, as well as what kinds of exercise are safe and make for good health. Achievements of women after 40 and biographies of such women as Mme. Curie are studied.

Hobbies are encouraged, especially those that will keep the women out of doors, such as gardening. A philosophy of life is discussed. Ways in which they can be of help to the younger women are listed and discussed. One woman planned to help a group of young mothers with their sewing. Another keeps the children happy while their mothers go to meetings. Seven clubs have been organized in Cortland County.—*Adelaide A. Barts, Home Demonstration Agent, Cortland County N. Y.*



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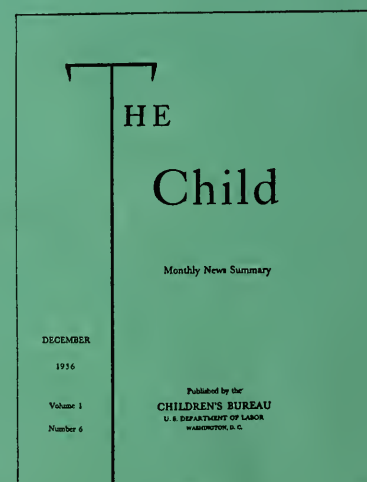
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